

5th International Conference on Recent Trends in Business and Entrepreneurial Ventures

Focal Theme: Sustainable Business and Entrepreneurial Ventures

Organized by

Lincoln University College, Malaysia

Venue: Mardhiyyah Hotel & Suites, Shah Alam, Selangor, Malaysia

Date: 22nd and 23rd September 2022

PROGRAMME SCHEDULE

22nd September 2022 (Thursday)

08:00-09:00 Registration

09:00-09:30 Tea Break

09:30-11:30 **Inaugural Function**

National Anthem

Inauguration by:

Datuk Dr. Hj. Bibi Florina Abdullah

Pro Chancellor, Lincoln University College

Welcome Address by :

Dato (AMB) Dr. Mohd. Yusoff A. Bakar

Vice Chancellor & CEO, Lincoln University College

Welcome Address by :

Prof. Dr. Amiya Bhaumik

President, Lincoln University College

Release of Book from LUC Publications Division

Key Note Address by:

Dr. Victor C. Canezo, Jr

M.A, Ph.D.

President

Biliran Province State University (BiPSU), Philippines

11:30-12:00 **Session I: Plenary Lecture session**

Chairperson: **Dr. Muhammad Iqbal Shaharom**

Speaker :

Sustaining Business through Human Governance

Assoc. Prof. Dr Ahmed Razman Abdul Latiff

Putra Business School

University Putra Malaysia (UPM), Malaysia

12:00-13:00		Session II: Open Paper Chairpersons: Dr. Ibrahim Ali Dr. Karthigaesu A/L Muthaya
1	Ways to minimize Media Risk to the Private School Leaders Anil Kaspal Nepal	
2	Social Anxiety Among Youths: Emotional Intelligence, Peer Relations and Friendships Ava Shrestha, Sateesh Kumar Ojha Nepal	
3	Emerging Talent Management culture leading to performance of Nepalese commercial banks Avash Koirala, Anjay Kumar Mishra Nepal	
4	Household Consumption Expenditures and Economic Growth: Nigeria in perspective Balogun Friday Barnabas Nigeria	
5	7 Zero: The Changing Landscape of Microfinance Institutions (MFIs) Basu Dev Lamichhane Nepal	
13:00-14:00		Lunch
14:00- 16:30		Session III: Open paper session(Contd.): Chairpersons: Dr. Ibrahim Ali Dr. Karthigaesu A/L Muthaya
1	Local Curriculum Development in Myanmar Malar San Myanmar	
2	Sustainable agriculture development and poverty and hunger in Nepal: An Overview Deepak Chaudhary, Manual Selvaraj Bexci Nepal	
3	Role of Employee Motivation on Organizational Productivity: A Case of Dharma Raj Dhakal Nepal	
4	Culture and Globalization in respect to International Human Resource Management Tinni Dutta India	
5	The Influence of Prudential Regulation on Sustainable Banking System of Nepal Jugal Kishor Kushwaha, Anjay Kumar Mishra Nepal	
6	Discussion on Food Security and Nutrition to reduce Poverty & Hunger in Nepal Kabita Maharjan, Manual Selvaraj Bexci Nepal	
7	The pharmaceutical price regulation in Nepal Malati Basnet, Sateesh Kumar Ojha Nepal	
8	The Impact of Leadership Style on Organizational Effectiveness: A Case Study of One of the Leading Energy Companies in Myanmar	

	Min Min, Amiya Bhaumik, Midhunchakkaravarthy Myanmar
9	A Study of the Impact of Working Environment Through Employee Job Satisfaction Naw Phyu ZarThwin Myanmar
10	Defining SMEs: A Study of Global Practices for Implementation in a Nepali Context Nimesh Prasad Adhikary Nepal
11	Factors Causing Delays in Construction Projects in Nepal Om Prakash Giri Nepal
12	Managing guest's satisfaction in non-star hotels of Nepal Pushpa Raj Padal Nepal
13	Bridging Financing Gaps for Women Entrepreneurs-Evidence from Nepal S Paudel, A Bhaumik, TM Shrestha Nepal
14	Factors influencing Healthcare Workers' Perceptions of Occupational Safety S. Ghimire, A.K. Mishra, Amiya Bhaumik Nepal
16:30-17:00 Tea Break	

23rd September(Friday)

9:00-09:30 **Session IV :Open Paper Session**

Chairpersons:

Dr. Rozaini Rosli
Dr. Md Uzir Hossain Uzir

1	Analysis of Organizational Support and Teachers' Engagement for Professional Development; A Case of Secondary Schools of Nepal Sushma Tamang, A.K. Mishra Nepal
2	The Role of Digital Technologies in Promoting Academic Entrepreneurship: A Framework Proposal Fedric Kujur, Sriparna Guha, Anirban Mandal, Sandeep Poddar India
3	Local Development Policy and Planning System and Practices in Nepal: A Critical Review from the Right Holders' Perspective Prem Prasad Dawadi Nepal

09:30-10:00 **Tea Break**

10:00-11:30 **Session IV : Open Paper Session (Contd.)**

Chairpersons:

Dr. Rozaini Rosli
Dr. Md Uzir Hossain Uzir

1	Peace and conflict skills for Mon students: MNEC's MTBMLE curricular responses to promote harmony, peace, and social justice in Myanmar Thein Naing Myanmar
2	An Empirical Study on Trekking in Nepal. Exploration and Implication of Factors Affecting Development of Trekking in Nepal Surya Bahadur Ghimire, Sateesh Kumar Ojha Nepal
3	Predicting the antecedents of Digital Technology Adoption among Manufacturing firms: Artificial Neural Network (ANN) approach A Jayandaran Arumugam, Dr. Amiya Bhaumik Malaysia
4	The recipe of Insides Sales on Organizational Performance Within Multi National Company (MNC) A Resilience for Sustainability Lynn Khor Geak Lian, Sandeep Poddar, Amiya Bhaumik, Oyyapan Duraipandi Malaysia
5	The Impact of Learning Management System on Learning Process in Myanmar: Student Perspective Arkar Htet, Sui Reng Liana, Amiya Bhaumik Myanmar
6	The Application of Value Engineering Analysis in FaçadeConstruction: A Case Study of Six Storey Building Façade Theingi Aung, Sui Reng Liana, ArkarHtet, Amiya Bhaumik Myanmar
7	Influence of Moderating Variable as Organizational Ability to Select and Keep Engaged the Employees to Organizational Excellence in Nepalese Commercial Banks Ajaya Kumar Khadka Nepal

11:30-12:30 Session VI: Plenary Lecture

Chairperson :

Dr. Tinni Dutta
India

The 4P's For Business Sustainability

Dr. Teoh Chen Ning
Managing Director
Simplified Management Consultancy Sdn Bhd
Selangor, Malaysia

Social Media Marketing: A Few Strategies to Excel

Dr. Indrajit Goswami
Universal Business School, Mumbai.
India

12:30-14:30 Lunch Break & Prayer time

14:30-16:30 Session VII :Workshop

Dr. Rozaini Bt Rosli
Dr. Ibrahim Ali
Prof. Dr Abhijit Ghosh
Prof. Dr.Sandeep Poddar

9:00am -12:30pm Session V: Online Open paper Session

Chairpersons:

Prof. Dr. Sateesh Kumar Ojha
Prof. Dr. Pranam Dhar
Assoc. Prof. Dr. Syed Ahmed Salman

1	Organizational Behaviour: The Resistance to Change by the 20th Century Management in the 21st Century Healthcare Industry Tabitha Shaveena Dianithi, Syed Ahmed Salman Malaysia
2	Stakeholders' Perception on CSR Practices in Banking Sector: A Literary Revisit Anindita Saha, Pranam Dhar India
3	The Perception of Nurses Towards Online Education and Training During Pandemic in Malaysia Christina Aruputham, Syed Ahmed Salman Malaysia
4	An Overview of Pesticide Management in Myanmar Ko Ko Latt, Sui Reng Liana, Sandeep Poddar, Amiya Bhaumik Myanmar
5	Acceptance of Interest-Free Banking among Small and Medium Enterprises in Nigeria: A Structural Equation Model Murtala Garba, Usman Ahmed Hafiz Nigeria
6	Retention strategies for employees in IT sector- An empirical study with special reference to Kolkata

	<p>Arnab Kumar Samanta, Pranam Dhar India</p>
7	<p>An Overview of Tax Challenges of Digital Economy Ibrahim Mu'azu Usman, Tapash Ranjan Saha Malaysia</p>
8	<p>Prospects and Challenges of Nepalese Micro, Cottage, and Small Industries Jitendra Basnet Nepal</p>
9	<p>Scale Development and Validation for Learning Organisation and Change – Hospitality and Retail from HRM of Hong Kong Lau Ka Shing Hong Kong</p>
10	<p>Bureaucratic Quality and Non-life Insurance Penetration: A Panel Corrected Standard Errors Approach Usman Ahmed Hafiz, Murtala Garba Nigeria</p>
11	<p>Ethical Accounting: Conceptual Framework and Significance Sudip Malakar, Pranam Dhar India</p>
12	<p>Co-worker emotional instrumental support in multinational organizations in Pakistan Kaleem Ullah, Amiya Bhaumik, Syed Ahmed Salman, Sajjad Ahmed, Fajjar Ali Pakistan</p>
13	<p>The Fragmented Information and Integration Model Innovation of Rural Tourism Information Yan Wenhua, Ibrahim Ali. Jumaan China</p>
14	<p>The impact of Service Qualities on Customer Satisfaction in Myanmar Heavy Equipment Machinery Industry Pyi Kyaw Soe, Amiya Bhaumik, Midhun Chakravarthy Myanmar</p>
15	<p>Foreign Direct Investment (FDI) in Nepal: Political and Economic Issue Ramesh Kumar KC Nepal</p>
16	<p>Impact of Leadership styles on Employees' Job Performance in the Food and Beverage Industry in Myanmar San Swe Htun Myanmar</p>
17	<p>Socio-economic impact of Vidyasagar Setu, Kolkata, West Bengal - An Exploratory Factor Analysis Sayan Basu, Pranam Dhar India</p>
18	<p>Critical Analysis for the Causes of Customer Perception Towards Buying of Ayurvedic Products in Kolkata Pranam Dhar, Suchetana Dey India</p>
19	<p>Impact of Intrinsic Motivation Towards Effective Staff Performances – A Study Among Staff Nurses in a Private Hospital in Selangor Zulaina Jamalludin, Syed Ahmed Salman Malaysia</p>
20	<p>Users' Perception on the Usage of Cryptocurrency & Bitcoins Pranam Dhar, Anindita Saha, Suryata Pradhan, Arunava Dutta India</p>

21	Nepal National Single Window to facilitate traders and industrialists: A Case Study Suman Dahal Nepal
16:30-17:00	Valedictory Session.

Please visit <https://icrtbev2022.lincoln.edu.my/>

NB: The tentative program is based on confirmed speakers. This is subject to change.